

## Free

*12-15-2014 by Harry Zirkelbach*

Free is well into becoming the Advertising Man's favorite word. There seems no limit to the mis-statements to the idea, something free.

My favorite mention was from the window of the single open store of an abandoned Mall in west Denver. That sign was visible from the roadway, nothing to obstruct the store front, for customers had abandoned the property some time ago. Still, the enticement from this Shoe Store. The large sign read

**SALE. SHOES.  
BUY ONE, GET ONE FREE!**

For some unknown reason, the public did not rush to the abandoned Mall to accept this invitation.

Denver's Grocery Store Ads proliferate with FREE invitations. That "free" is conditional, buy something and a duplicate with no more money exchanging hands. This enticement must be useful for it is repeated time after time, and at more than one Chain Store.

A child is born, it doesn't matter where, there are restrictions on its freedom.

In fact, this child, this Free-Spirit, will likely hear more admonitions that suggest restriction of freedom, than

encouragements to be a “free spirit”. To enhance this, punishments is threatened to restrict each child.

No wonder as adult, the child longs to see, and test, the word FREE anywhere.